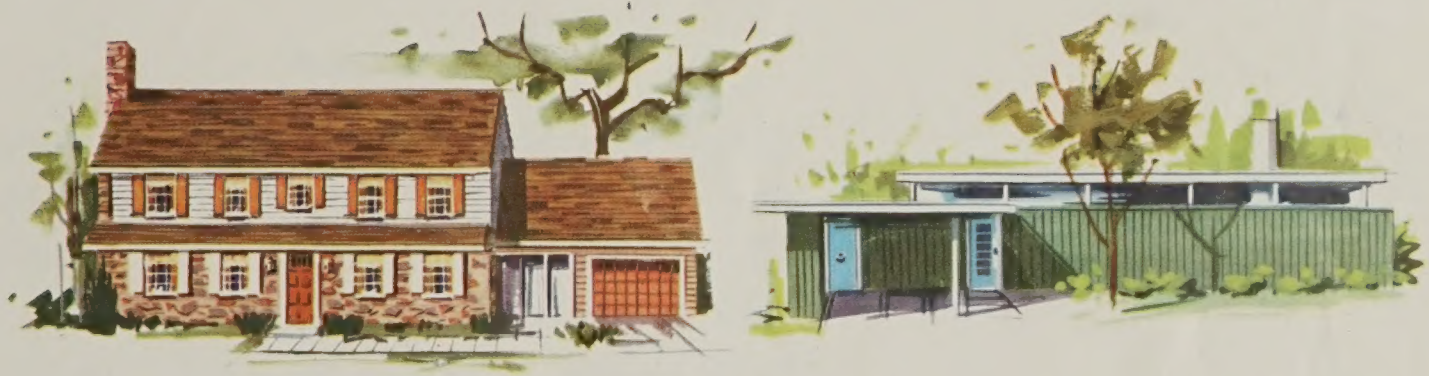


A BUYER'S GUIDE



TO TODAY'S HOME STYLES



Full-color illustrations of the five most popular home styles showing the origin and historical development, special living advantages, and floor plans • 25¢



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Especially pleasant if you've first decided what type of home will best satisfy the needs of your family and your own personal taste. That's the purpose of this booklet. To help you plan, it illustrates in full color today's most popular home styles with floor plan variations, unique living advantages, and historical development.

pleasant adventures in a lifetime.

With their ingenuity and skill, America's builders have made this the best time for you to buy a new home. Imaginative new design ideas, exciting new room layouts, remarkable new building and decorating materials make sure your new home will provide you with beauty and convenience, comfort, and economy. Today, it's easier than ever before to stretch your housing dollar. Read the book . . . visit builders' new homes . . . and see for yourself.

THE RANCH HOUSE

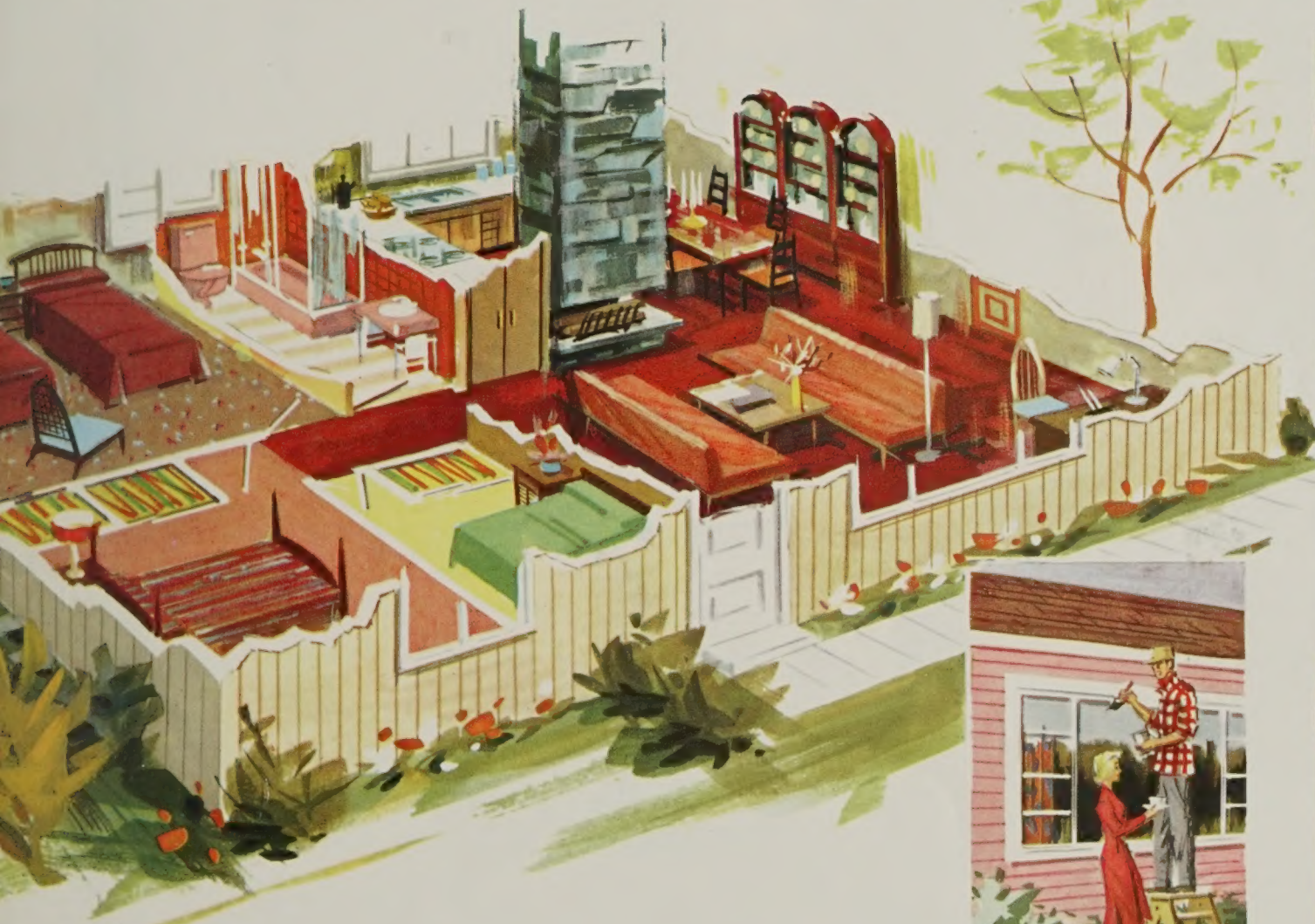


Prentiss (Tuthill) House, Pasadena, California, built 1912.

The present-day ranch house finds its roots in the one-story houses built in the 19th century by Spanish and Mexican settlers in southern California. Professional designing of the ranch house goes back to the work of such early 19th century English architects as Joseph Gandy, who was interested in developing a type of small house that wouldn't just be a miniature version of a nobleman's mansion. Such studies influenced a succession of American house designers: Andrew Jackson Browning, Gustave Stickley, and Frank Lloyd Wright. It is to Wright that we really owe the ranch house of today, as he first popularized many of its principal features, like the open plan, floor-to-ceiling windows and corner windows.

A well designed house of this type, whether we actually call it a ranch house or not, is the product of a long history of architectural development and can be said to have evolved along with the modern American way of life.

Here's what the ranch house gives you



AN END TO CLIMBING: Because the living, work and recreation areas are all on one floor, the ranch house eliminates tiresome stair climbing. Moving from one area to another is easy and quick. The floor plan of a ranch home also offers privacy and liveability without separate levels.

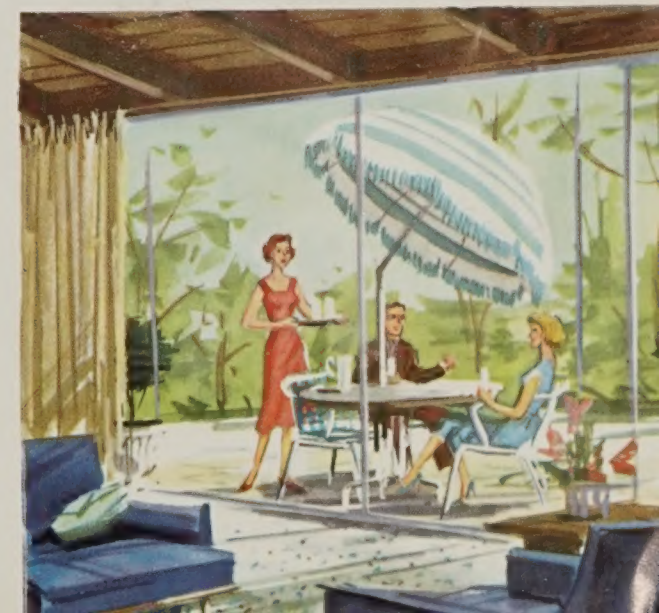


OPPORTUNITIES TO EXPAND: The ranch house is exceptionally adaptable to the addition of rooms. Without the complication of a second level, costs for additions are lowered, work time is reduced. Any addition can be attractively absorbed by the rambling design of the ranch house.



EASY UPKEEP: Painting, window washing, vacuuming and other around-the-house maintenance chores are simplified and lightened by the convenient one-story plan.

COMBINATION INDOOR-OUTDOOR LIVING: With every room on ground level, the ranch house opens itself up to the joys of casual, outdoor living. Indoor-outdoor informality is one of its most attractive features, and has helped make the ranch house so popular.

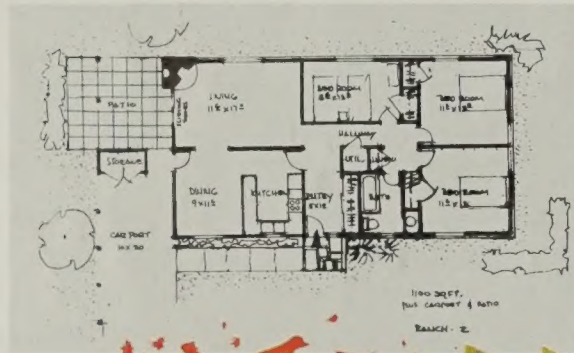


SIX INTERESTING RANCH HOMES



RANCH 1
24' x 36' FT.
Plus breezeway & garage

Open planning gives this inexpensive ranch house a feeling of spaciousness. Pleasing design variation is achieved by combining horizontal and vertical grooved siding. 860 sq. ft. plus breezeway and garage.

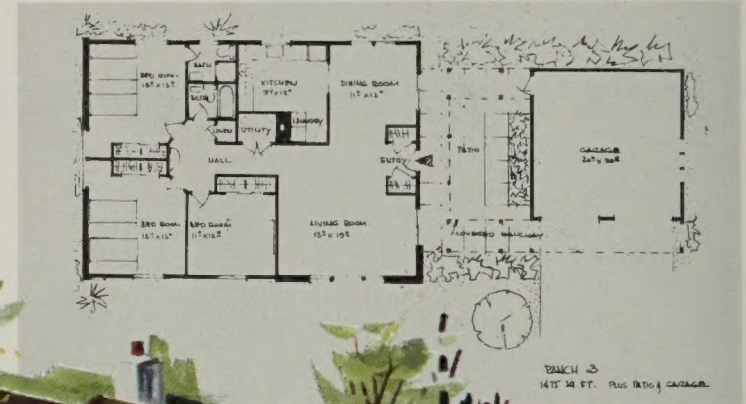


RANCH 2
24' x 36' FT.
Plus carport & patio

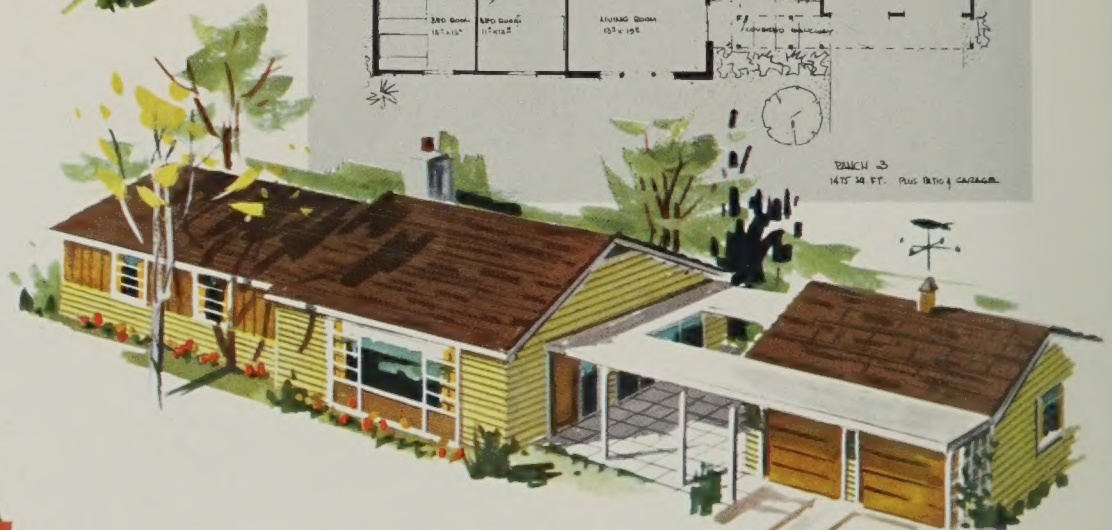


The attractive shutters, double fireplace, and sliding glass doors leading to the patio are special features that take this home out of the ordinary class. 1100 sq. ft. plus carport and patio.

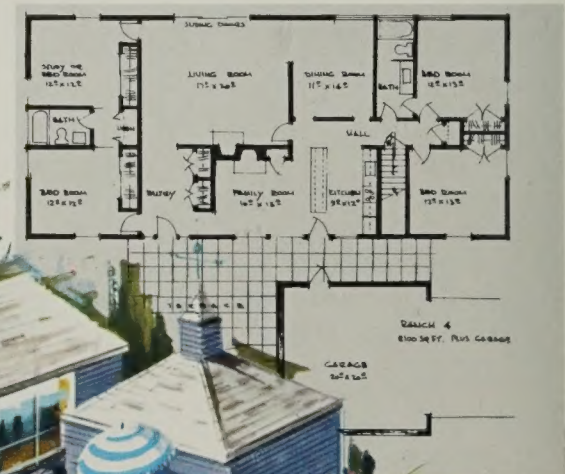
Even though not expensive, the unique side entrance off the patio, two-car garage, and big living room put this home in a special class of its own. 1475 sq. ft. plus garage and patio.



RANCH 3
24' x 36' FT.
Plus patio & garage

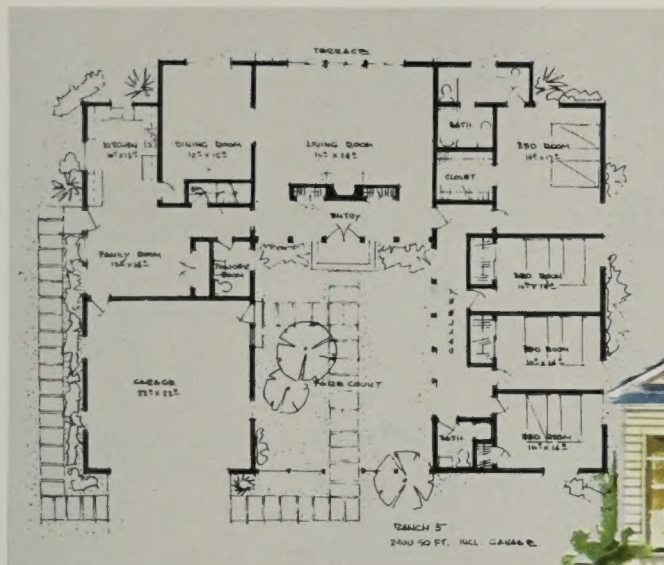


Separate bedroom and bath areas provide maximum privacy for family and guests. Note the interesting exterior of stone and siding. 2100 sq. ft. plus patio and garage.



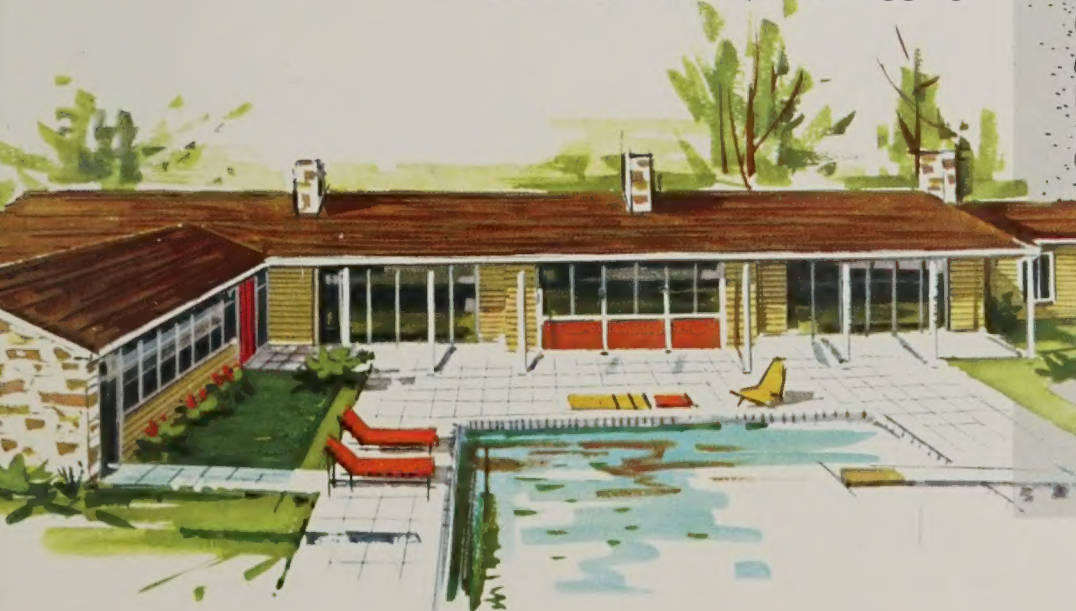
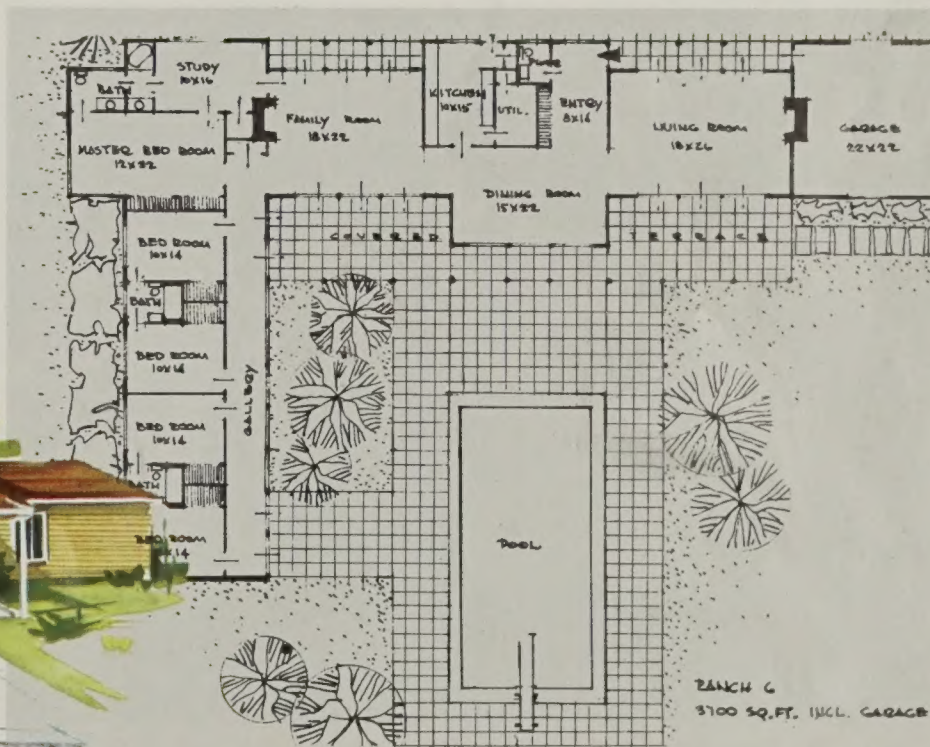
RANCH 4
24' x 36' FT.
Plus garage



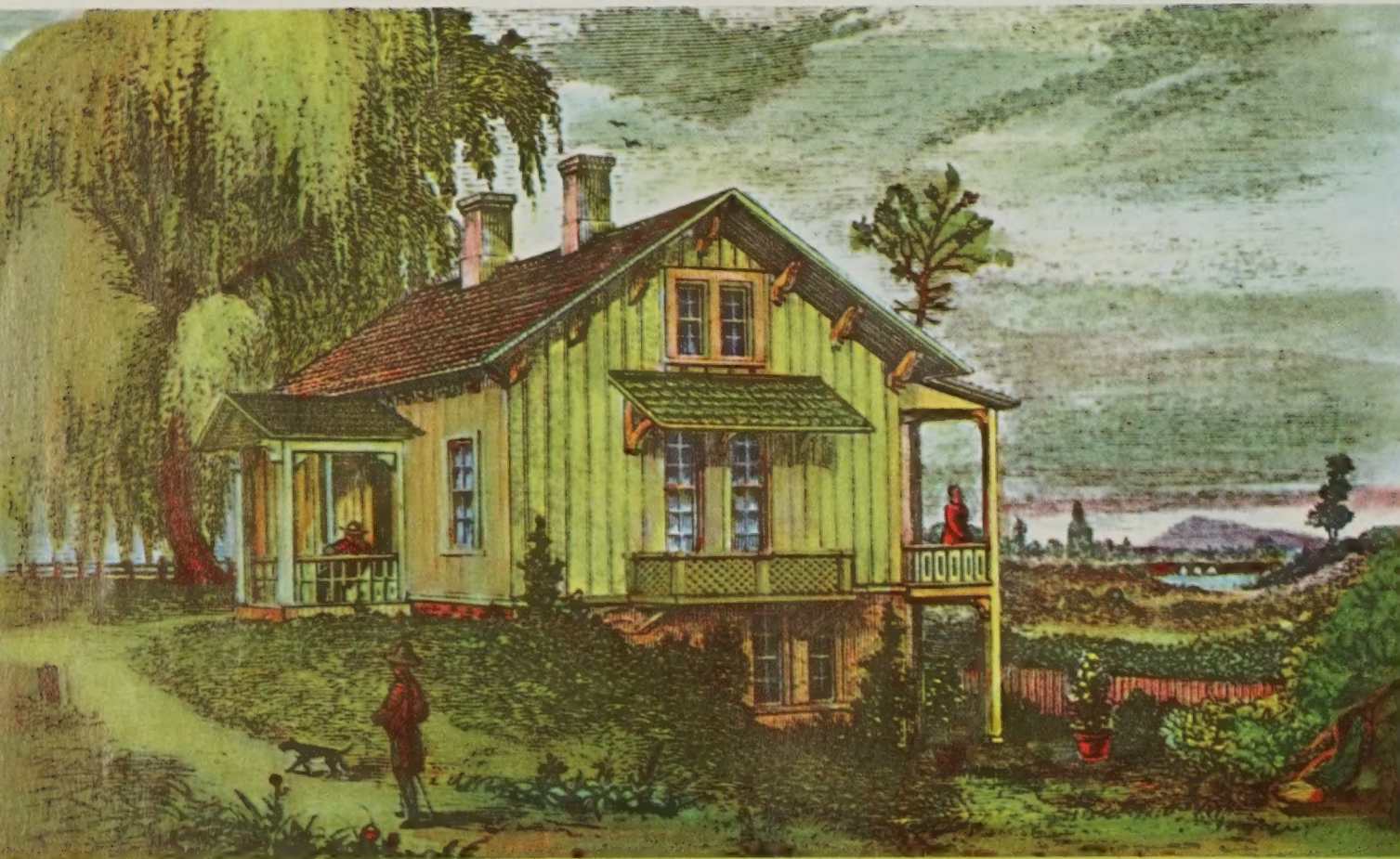


Built around the attractive forecourt, this home effectively separates the sleeping, living, eating, and recreation areas. The long gallery and entry areas open into the court. 2900 sq. ft. including garage.

Dramatic rambling design almost completely surrounded by flagstone terrace. Expanse of glass along back walls seems to bring the outdoors into every area of the home. 3700 sq. ft. including garage.



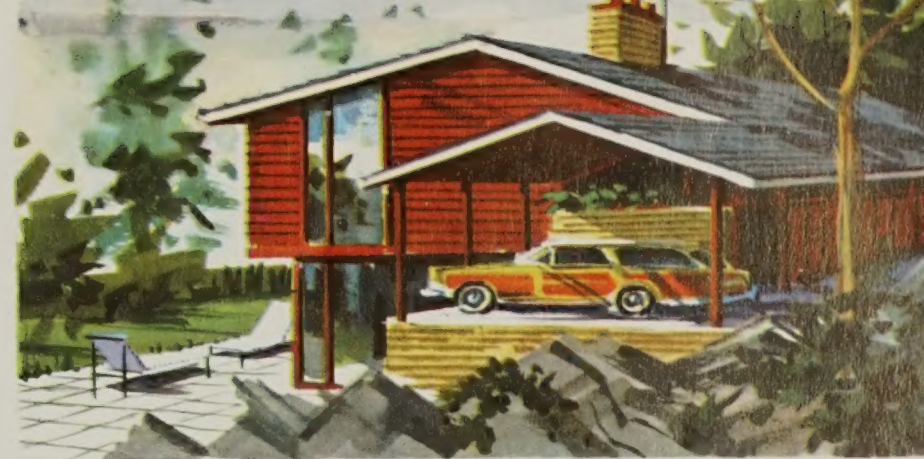
SPLIT-LEVEL LIVING



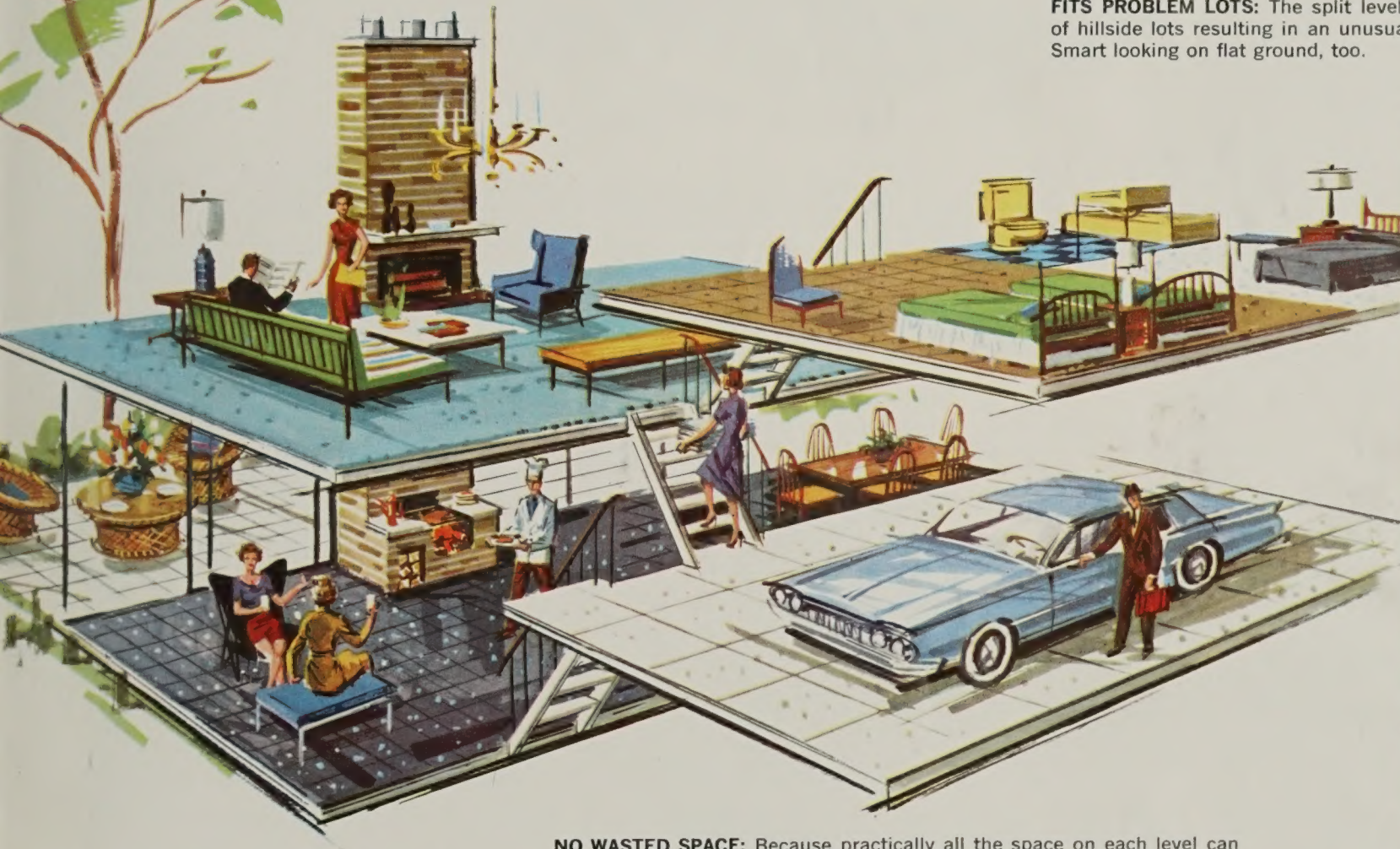
The Split-Level plan is really a device for placing a house on the side of a hill. It is not until the middle of the 19th century that we see attention given to the problem of building on a sloping site. An early example is shown at left from a book on houses published during mid-19th century. English country houses of the later 19th century and American houses built in the English style frequently make use of changes in level.

The American split-level house of today probably originated when some ingenious designer saw a way of building a type of ranch house on a hillside. But the split-level has become so well regarded that they are often built on flat ground. The split-level house is popular, too, for the way the change of levels provides drama and interest not possible in houses with more conventional floor plans.

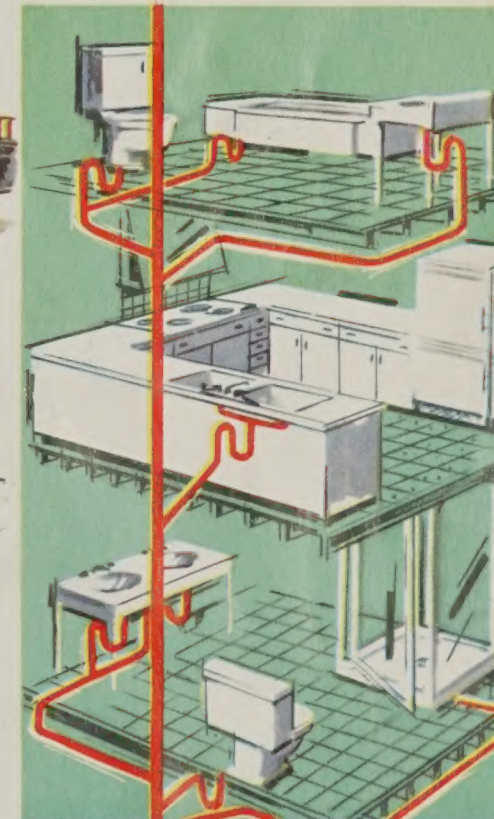
The advantages of the split-level house



FITS PROBLEM LOTS: The split level takes advantage of hillside lots resulting in an unusually exciting style. Smart looking on flat ground, too.

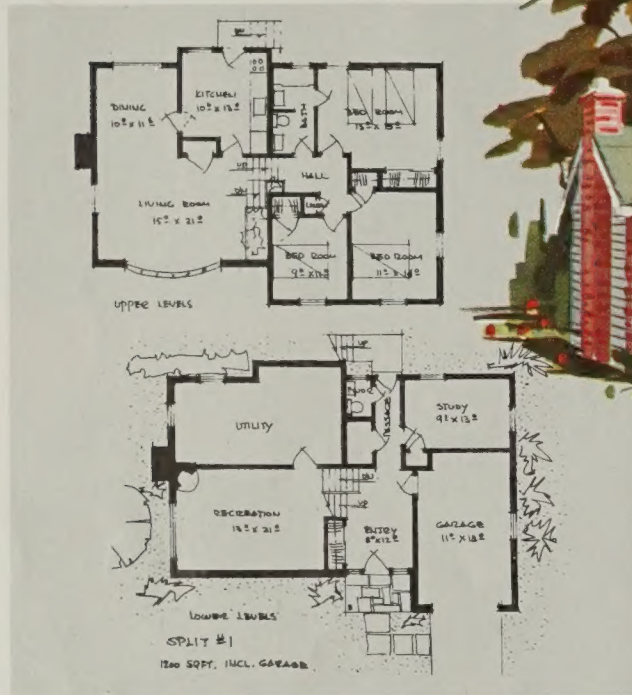


NO WASTED SPACE: Because practically all the space on each level can be finished, the split level provides more total living space than the same size house of a different style. And the different levels help insure privacy for various family activities.



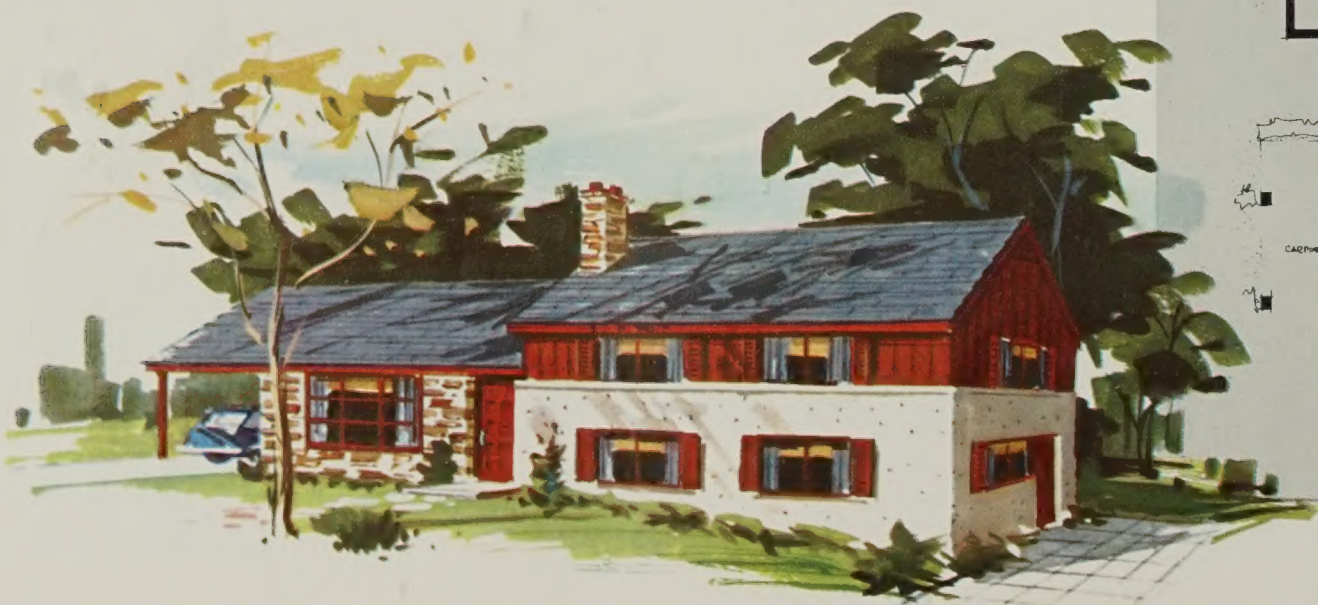
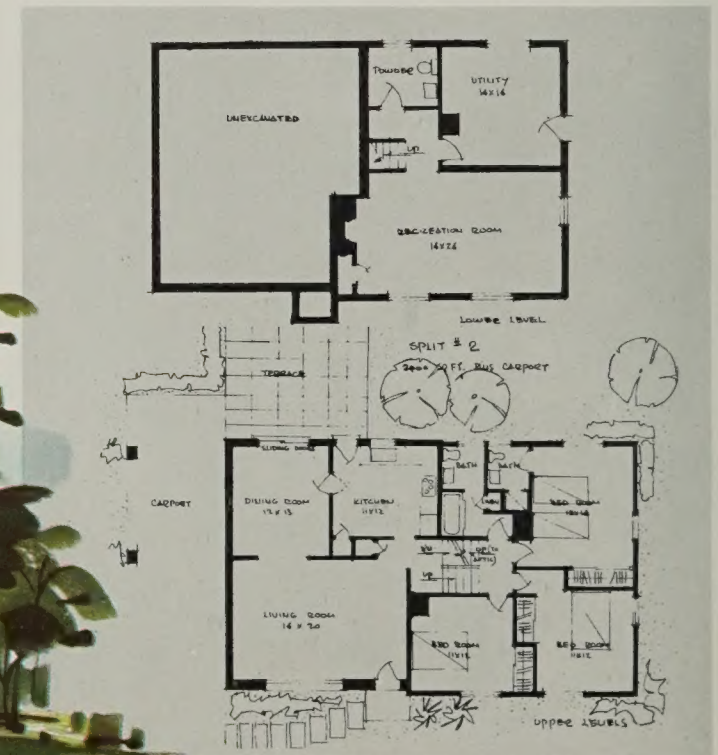
MINIMIZES PLUMBING COSTS: Additional bathroom and laundry facilities are possible for little additional cost by vertical alignment of plumbing.

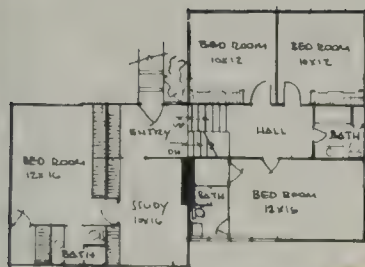
VARIATIONS OF THE SPLIT LEVEL



The long, slightly broken, horizontal roof design and the contrasting vertical siding with wood batten strips highlight the exterior design of this attractive split level. 2000 sq. ft. plus carport.

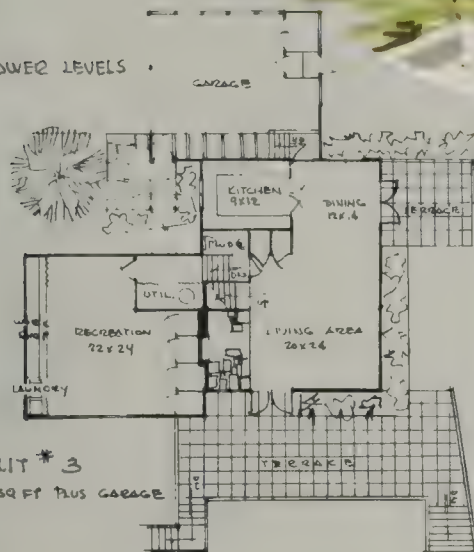
For little extra money, this plan makes good use of the lower levels providing extra living space for the entire family. 1200 sq. ft. including garage.





UPPER LEVELS

LOWER LEVELS

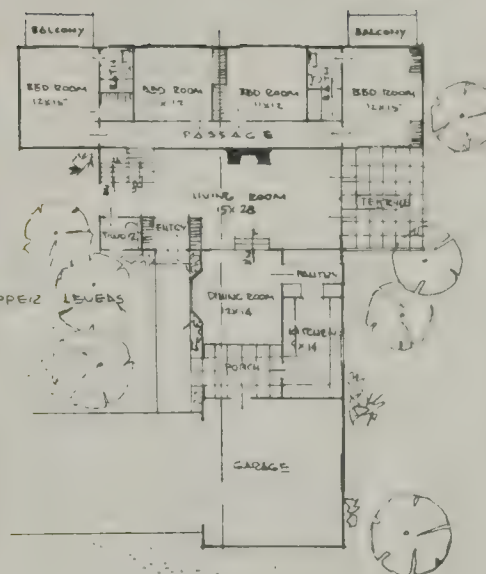


SPLIT # 3

2900 SQ FT PLUS GARAGE



Dramatic, four levels completely segment each area of this home. Irregular roof lines, large glass panels, and three terraces are a few of this home's unique complements. 2900 sq. ft. plus garage.



UPPER LEVELS



LOWER LEVELS

SPLIT # 4

3800 SQ FT INC. GARAGE



The three front-to-back levels of this home demand that it be in a unique class of its own. The two balconies and vertical siding accent the home's exterior. 3800 sq. ft. including garage.

THE COLONIAL HOME



Parson Capen House, Topsfield, Mass., built 1683.

The early settlers of New England naturally built according to the ways of the English towns from which they came. But since houses like the Parson Capen House, shown at left, are built all of wood, they look different from the half-timber or brick houses in England. Building the second story out over the first is a custom derived from Medieval English carpentry and is not, as many people think, useful in fighting off Indians.

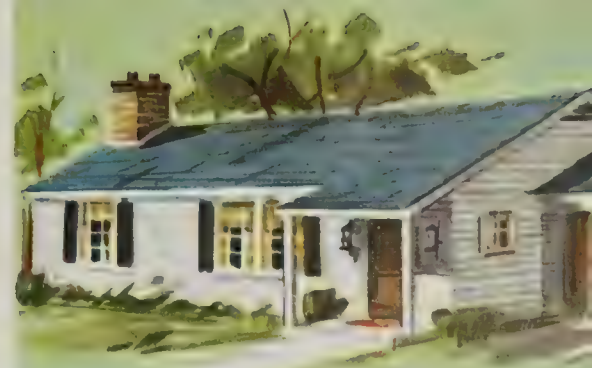
Colonial houses are very handsome, and many more people would like to live in them than there are 18th century colonial houses to go around. This is why, about seventy years ago, Americans started to build new houses that were colonial in style. It takes ingenuity and craftsmanship to incorporate the modern kitchen and bathroom to the colonial plan. Yet many outstanding homes combining colonial elegance and modern practicality are being built today.

Here's what the colonial home gives you

GRACIOUS LIVING: Today's typical colonial home maintains a pleasing sense of history and gracious living with its well-established room arrangement, symmetrical window placement, and handsome architectural elements.

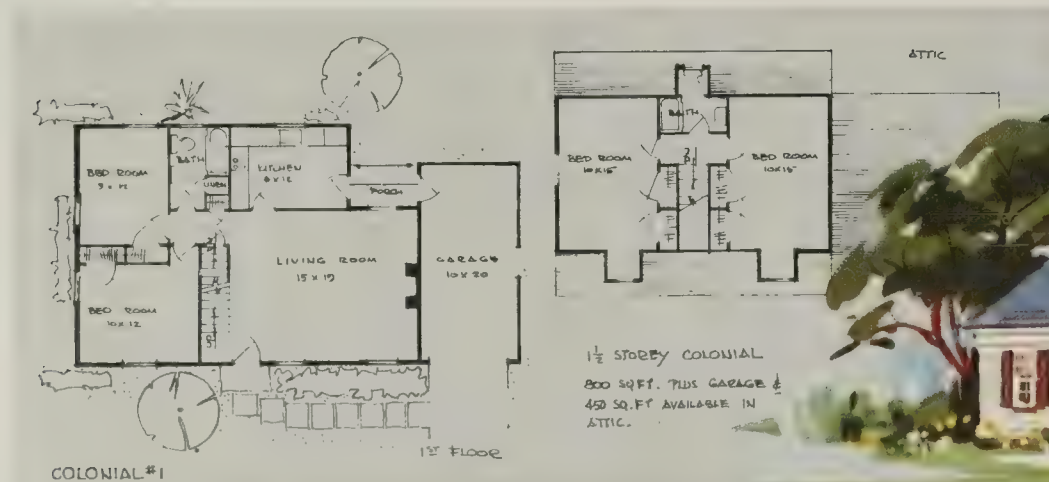


COMFORT: A colonial home has a thoroughly comfortable atmosphere. With its traditional room separation there's privacy for everyone in your family. Its rather formal design reflects stability and security.



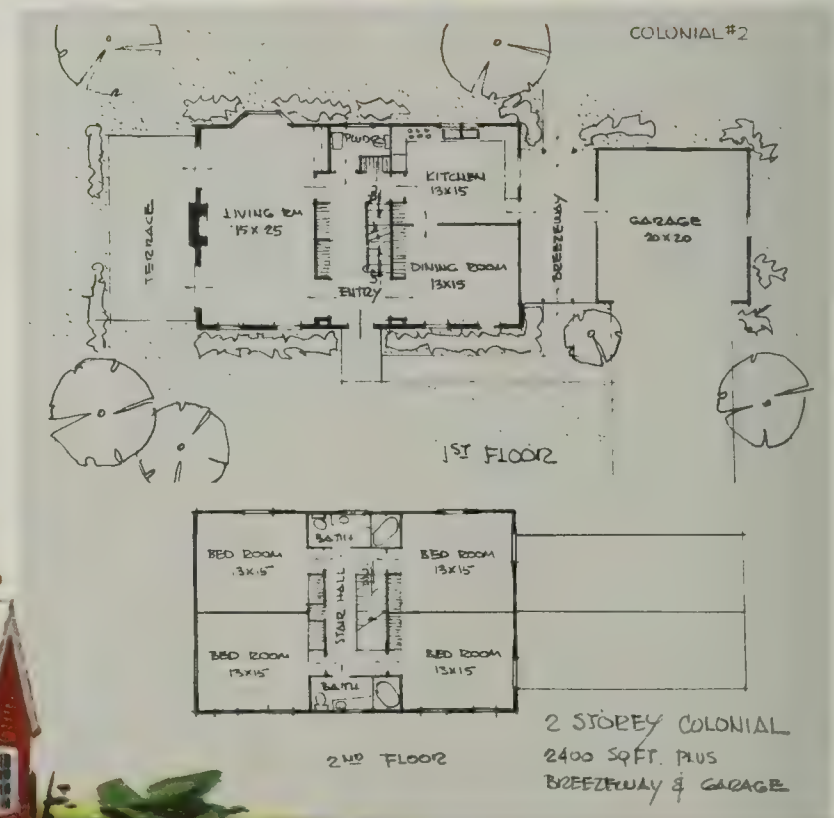
1, 2, or 2½ STORY DESIGN: The colonial design is adaptable to almost any sized lot, for it can retain its warm, traditional look in either one or two stories. On a small lot, a builder can create a good sized colonial home by building up instead of out.

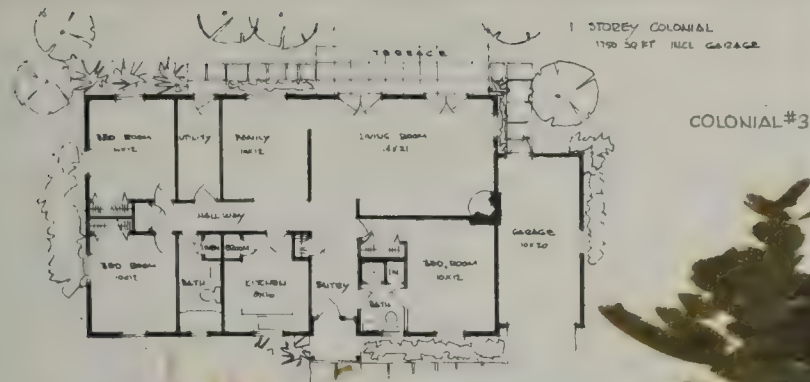
COLONIAL HOMES TO FIT ANY BUDGET



This compact one-and-one-half story colonial offers plenty of room for a growing family. When needed, the attic can easily be converted into two additional bedrooms and full bath. 800 sq. ft. plus garage and 450 sq. ft. available in attic.

Distinct dining, living, and bedroom areas set the formal tone of this plan. The symmetrical front window layout and rich-looking exterior of stone and siding give this home an authentic traditional appearance. 2400 sq. ft. plus breezeway and garage.

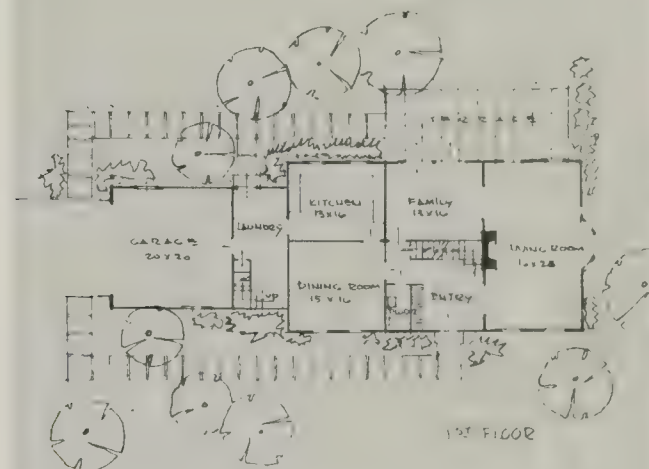




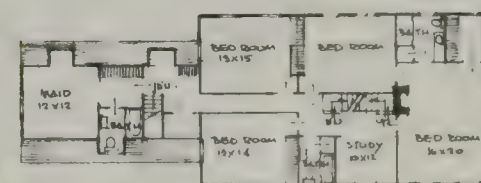
This plan features a family room and a good size living room along the back of the house with corner fireplace and French doors that lead to the terrace. 1750 sq. ft. including garage.



Gracious living is the theme of this two-and-one-half story colonial. The spacious dining area and living room, complete with bay window, are two of the many special features of this true colonial. 3600 sq. ft. plus 1000 sq. ft. in attic.

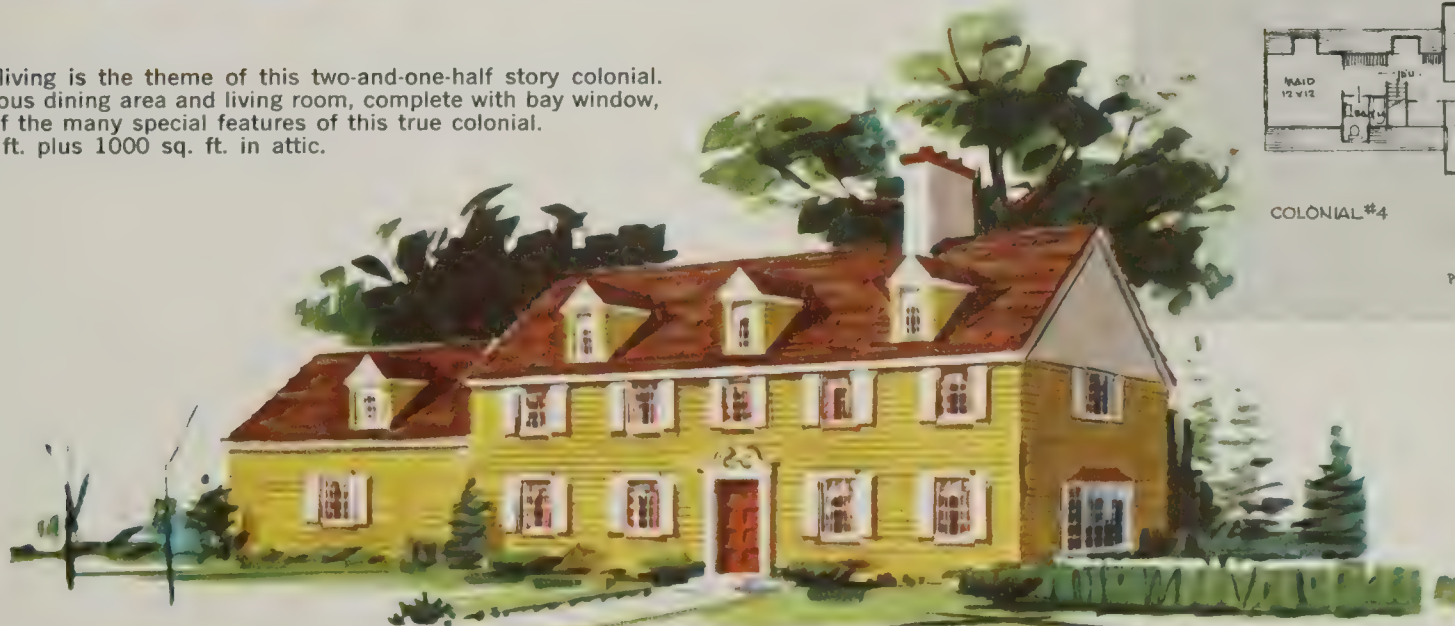


2ND FLOOR



COLONIAL #4

2 1/2 STOREY COLONIAL
3600 SQ FT.
PLUS 1000 SQ FT IN ATTIC.



THE CAPE COD HOME



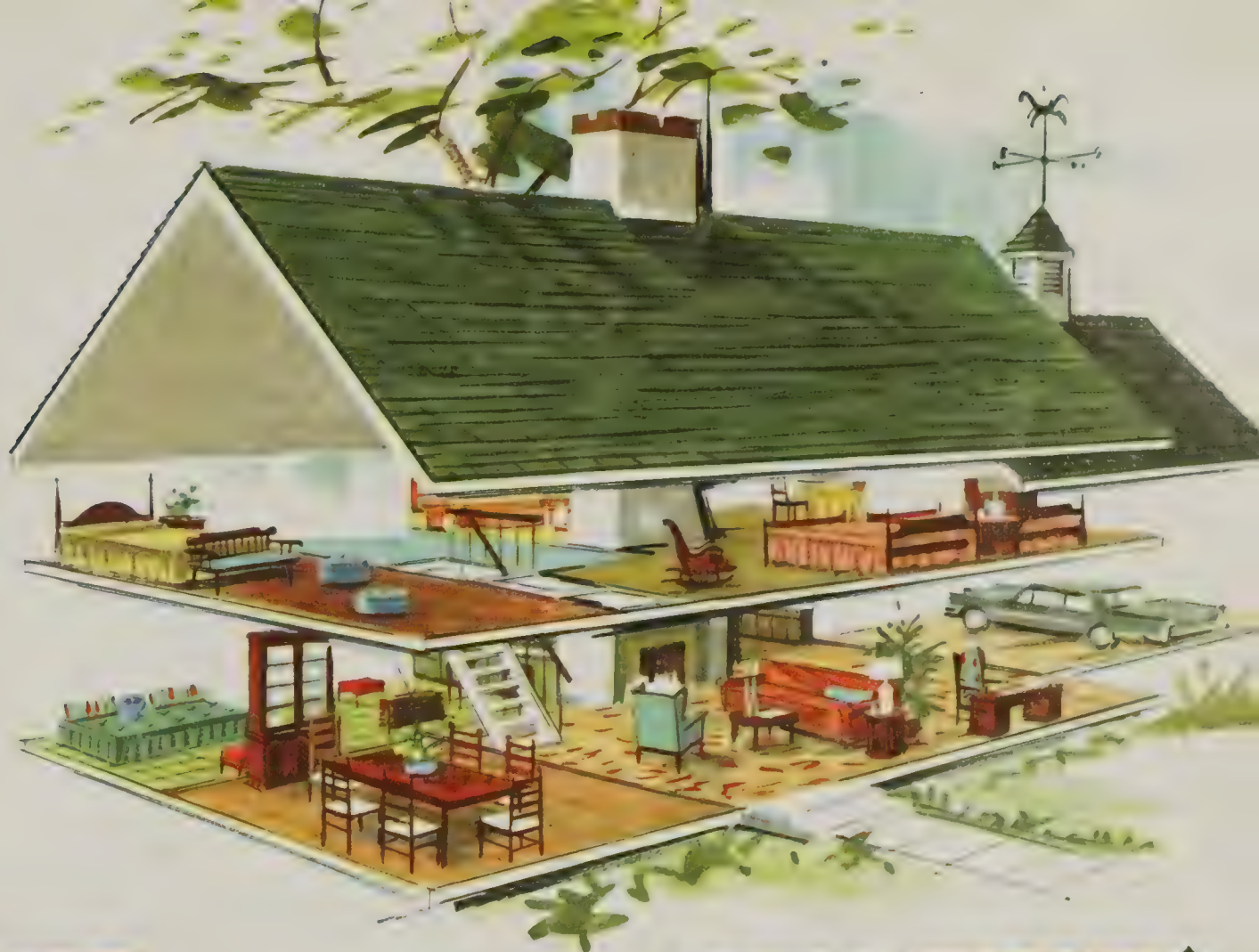
Jabez Wilder House, South Hingham, Mass., built about 1690.

The Cape Cod House is a type of colonial house native to only one part of the country, southeastern Massachusetts. Cape Cod houses were built by carpenters who were familiar with the techniques of shipbuilding; and their houses always seem very taut and snug. Some homes—like the one at left—even have bow roofs, curved like the keel of a ship. Real Cape Cod houses are almost as wide as they are long and sit very low on the ground.

In the early 1930's, houses based on the Cape Cod type began to become very popular, perhaps because they seemed the most economical form of traditional house to build. Modern Cape Cods are usually much narrower than their 17th century counterparts; they look taller because they often have partially exposed basements, and the window pattern is different because there have been so many changes in the arrangement of the rooms inside.

Here's what the cape cod offers you

ECONOMY: The construction of the cape cod is basically economical. Moreover, it is an informal style that can be furnished tastefully without great expense. Traditionally a small home, the cape cod often requires less lot space for additional savings.



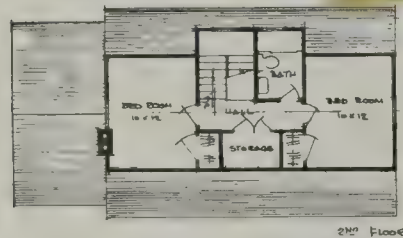
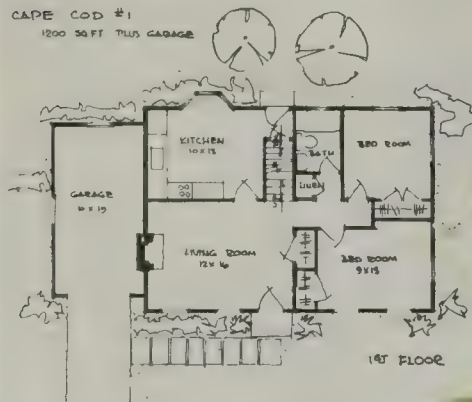
SNUG COMFORT: The cape cod style is based on a tradition of informality. It provides cozy privacy with its well defined room arrangement . . . ease of living with its simple, functional design and plan.

TRADITIONAL STYLE: Cape cod homes are found almost anywhere in the country. They blend well with other styles. They've remained popular in the past and will undoubtedly continue to be an asset that increases their resale value.



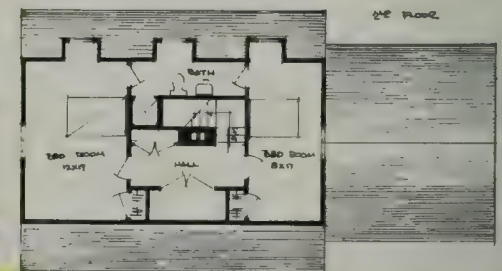
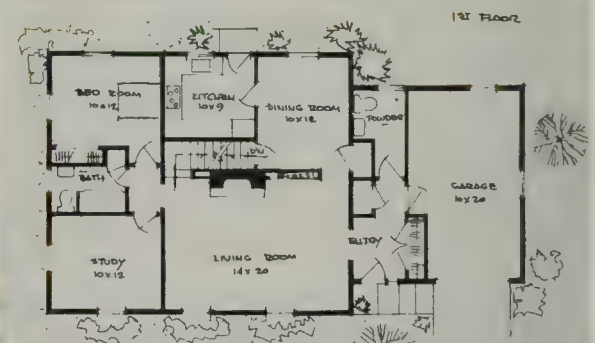
FOUR CHARMING CAPE COD HOMES

CAPE COD #1
1200 SQ. FT. PLUS GARAGE



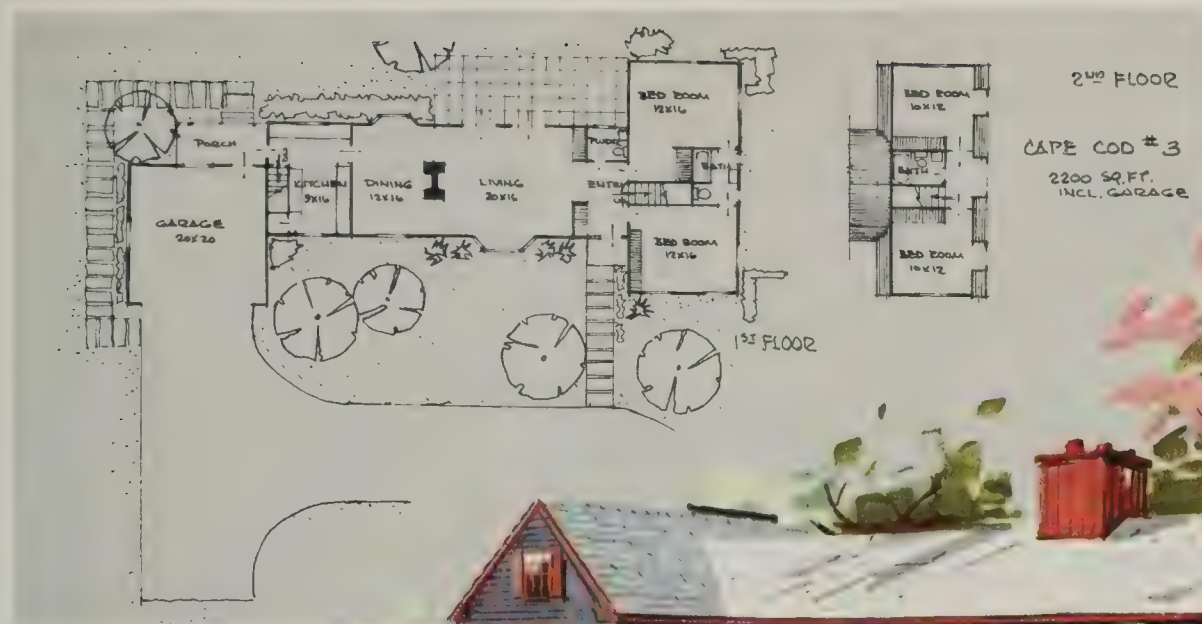
An economical house to build, this plan offers plenty of space including four bedrooms, two full baths and garage. Especially suited for small lots. 1200 sq. ft. plus garage.

Only slightly larger than the plan above, this Cape Cod also incorporates a separate dining room and entryway. 1900 sq. ft. including garage.



CAPE COD #2
1900 SQ. FT. INCL. GARAGE

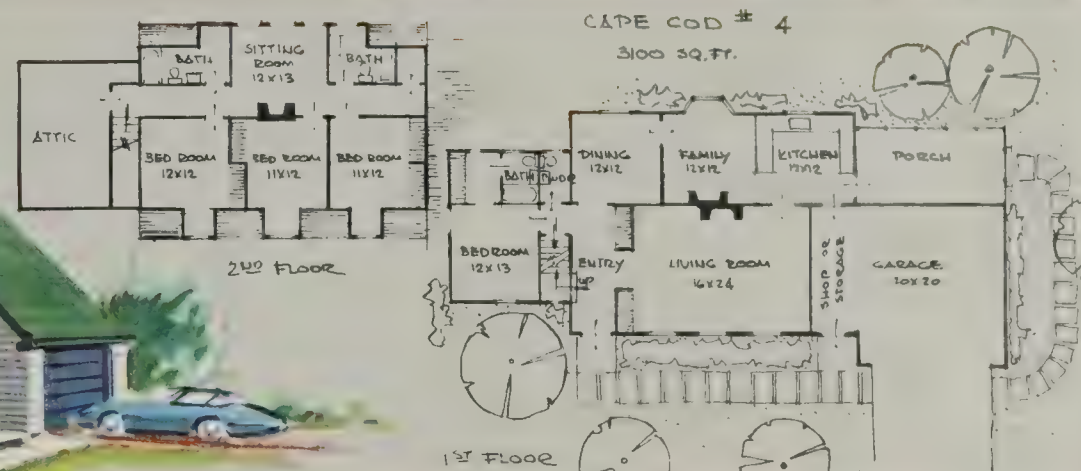




The continuous living and dining room area, separated by a double fireplace, gives the main living area a feeling of both informality and warmth. 2200 sq. ft. including garage.



By making good use of the second level, this plan features four bedrooms, three full baths and large living-dining area. The stately dormers and portal window give a real traditional look to the exterior. 3100 sq. ft. including garage.



THE CONTEMPORARY HOME



Robie House, Chicago, built 1908.

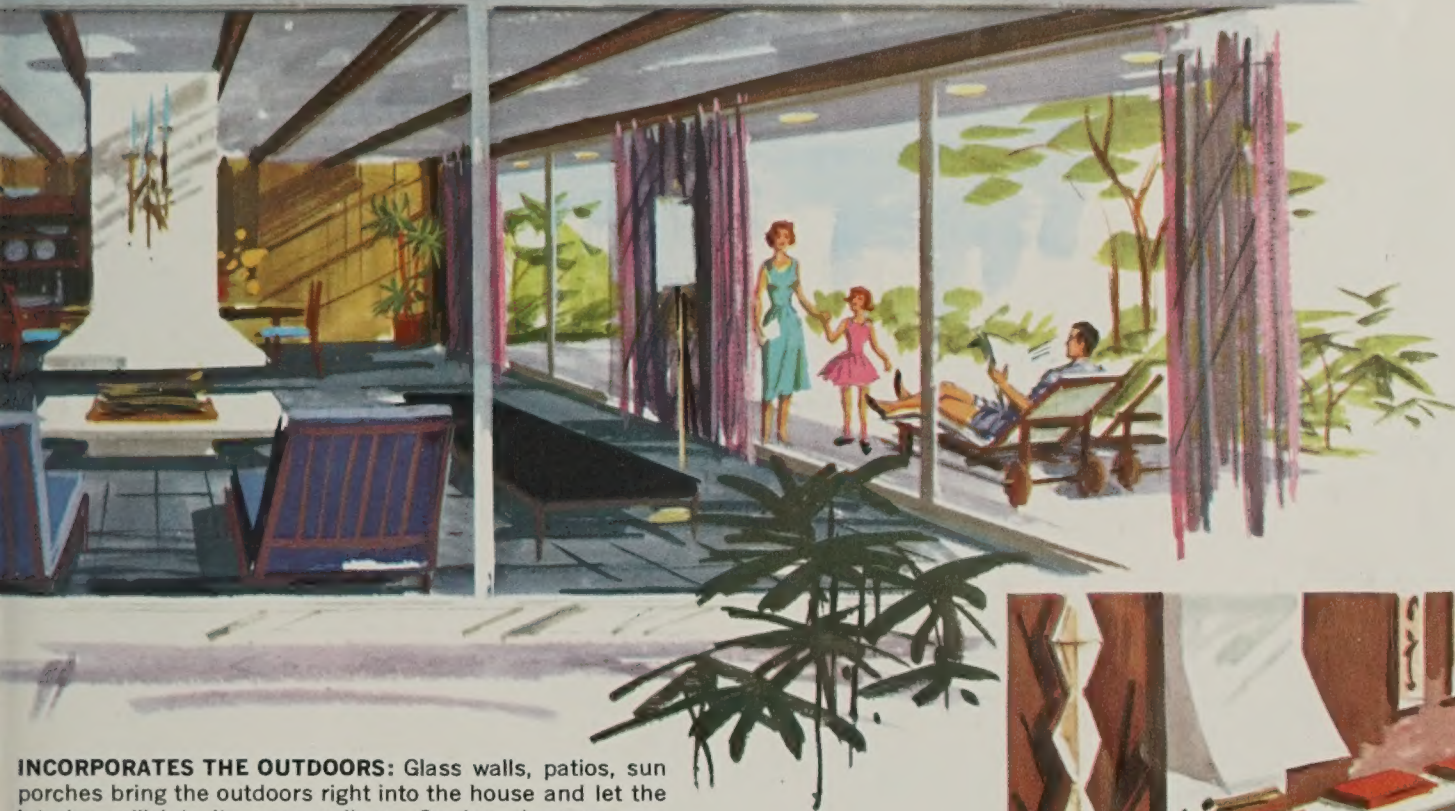
Obviously, every house that is built today is really contemporary; what we mean when we call a house "Contemporary" is that it incorporates design and planning ideas developed mainly during the 20th century. Of course, no one really thinks that the colonial house on the corner, with two-car garage, central heat, and an electric kitchen, was actually built in the 18th century. Perhaps a better definition of a contemporary house would be that it not only looks as if it were built today, but it looks happy that this is the case. Thirty years ago almost no one believed that it was possible to build a contemporary home and achieve a pleasing result. This house by Frank Lloyd Wright is one of several that led the way.

Today, more and more people are proving that we were wrong not to have more confidence. Architects and builders have broken with tradition and established the contemporary as an exciting, imaginative home style.

The advantages of the contemporary home



THE EXCITEMENT OF MODERN DESIGN: A contemporary home incorporates many of today's most advanced architectural features and living ideas. It provides great opportunities for exciting expressions of your own taste and imagination.

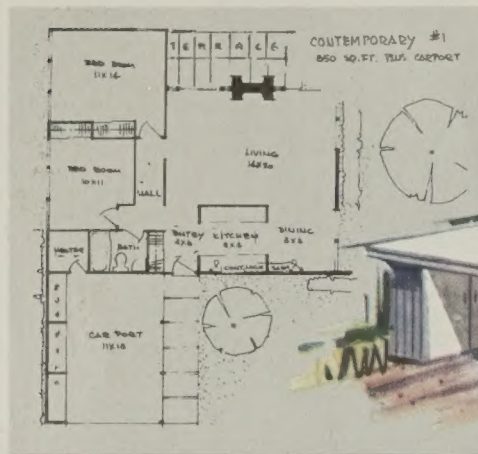


OPEN INTERIOR PLANNING: Open planning makes the rooms of a contemporary home flow together, creating a delightfully spacious effect—even in a small home.

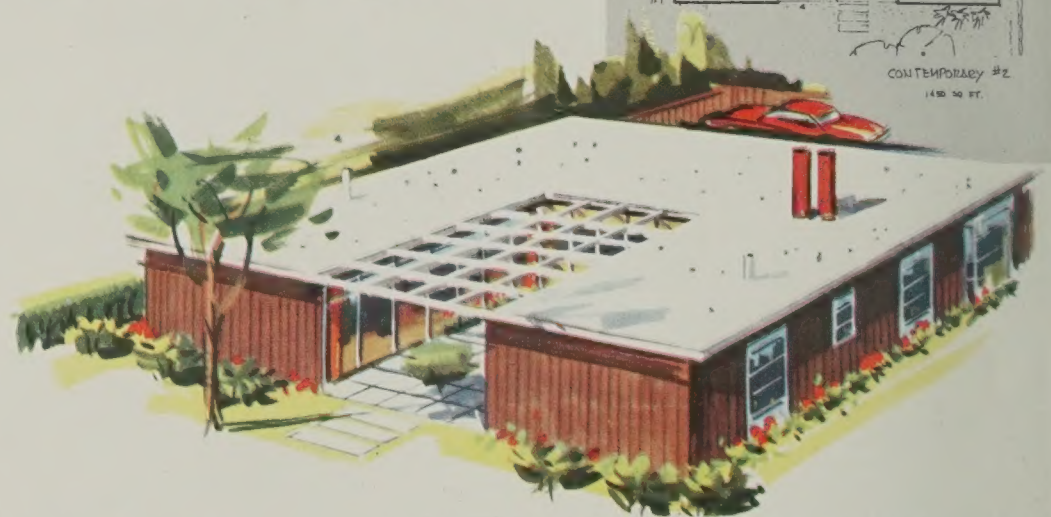
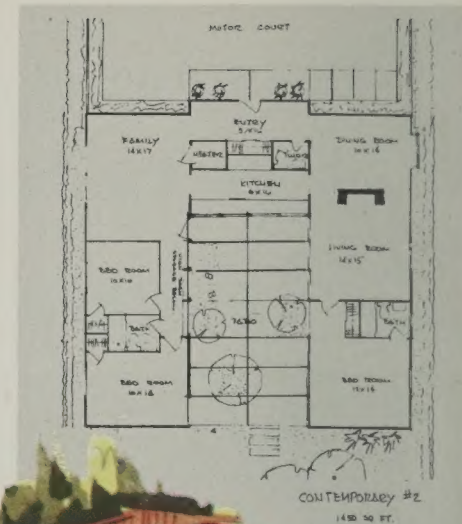
INCORPORATES THE OUTDOORS: Glass walls, patios, sun porches bring the outdoors right into the house and let the interior spill into its surroundings. Gardens become convenient living areas, patios turn into entertainment centers.



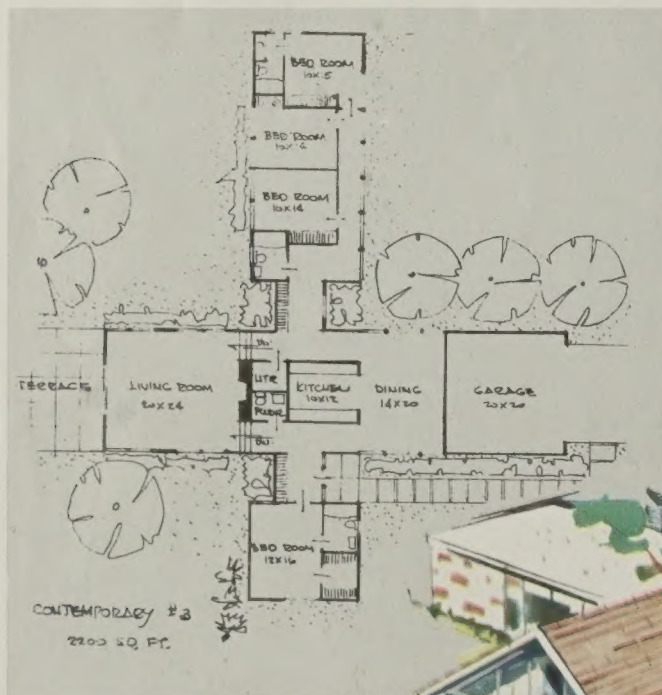
CONTEMPORARIES: SIMPLE TO SPECTACULAR



Even though very economical to build because of the simple roof structure and floor plan, this small contemporary still has uniqueness of its own. 850 sq. ft. plus carport.

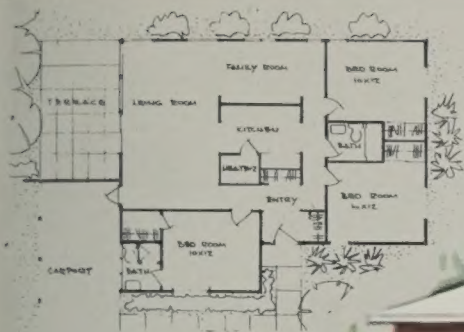


A contemporary built around a center patio which completely separates the master bedroom from the other sleeping area. Vertical grooved siding is used to create a continuous, simple exterior design. 1450 sq. ft.

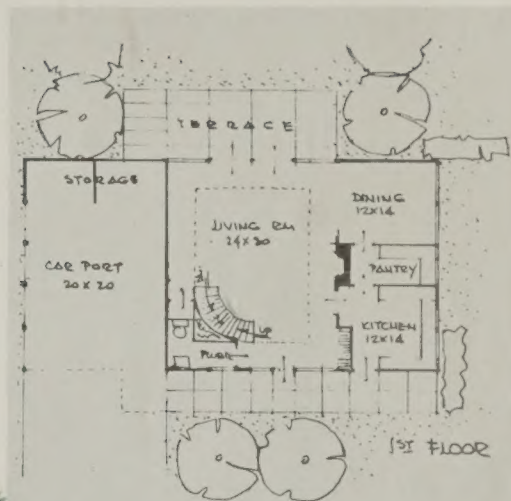


The straight alignment of rooms and the lower level living room are two of the special features that class this home as a contemporary. 2200 sq. ft.

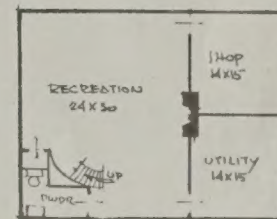
As is typical of many contemporaries, this house features lots of glass and open planning of the main living areas. 1000 sq. ft. plus carport.



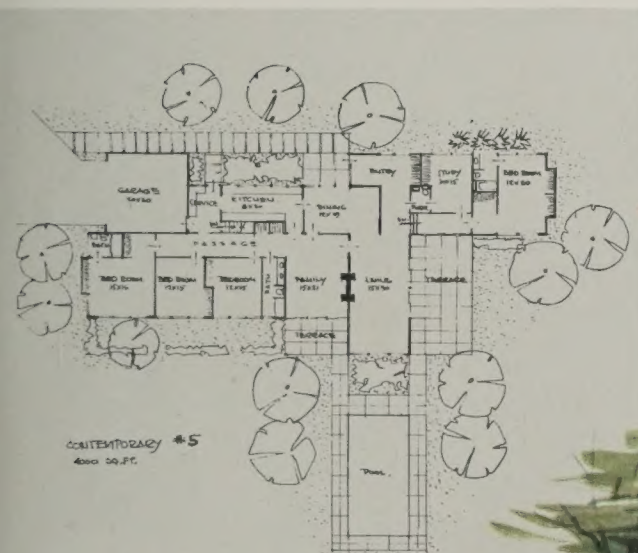
CONTEMPORARY #4
1000 sq. ft. plus carport



1ST FLOOR



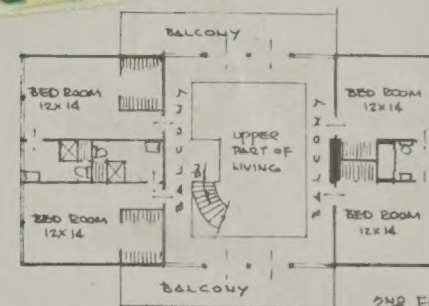
BASEMENT



CONTEMPORARY #5
4000 sq. ft.



The circular stairway and dramatic indoor-outdoor balconies are features that make this 3-story contemporary unusual. 3300 sq. ft. plus 1100 sq. ft. in the bottom level.



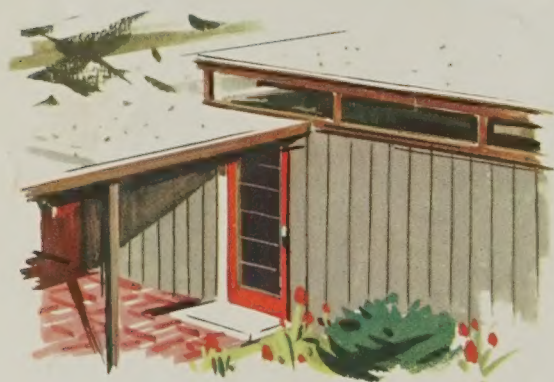
2ND FLOOR

CONTEMPORARY #6

3300 sq. ft. plus 1100 sq. ft. basement

The solid wall of glass, cathedral-type ceiling in the living room and the double fireplace mark this house as a true 20th century creation. 4000 sq. ft.





Armstrong Siding comes in the three designs shown here to suit any style of architecture. Interesting design can be achieved by combining two or three types of Armstrong Siding on a home.

You've seen from the homes in this booklet how important design is to the over-all appearance and livability of any home. Besides interesting design, high quality and good value are the standards of a well built home that will provide maximum comfort over the years.

Recent developments in building materials have done much to improve the design and quality of a home, yet maintain reasonable costs. New Armstrong Siding is a good example. Even though it is much less expensive than brick, fieldstone, metal sidings, and many other exterior finishes, it is one of the most durable and trouble-free exterior materials. Armstrong Siding has the time-honored good qualities of natural wood plus exclusive advantages of its own. For example, Armstrong Siding comes to your builder from the factory completely primed—ready for finish painting. Besides saving the builder substantial painting costs—and lowering your initial investment—this prime coat helps prevent excessive moisture from entering the material. As a result, Armstrong Siding, after the finish paint has been applied, has excellent resistance to all kinds of weather.

Armstrong Siding is easy to maintain, too. When occasional repainting is necessary, you'll find it takes paint evenly and with a minimum of brushing because of the exceptionally smooth surface, free from unsightly knots and raised grain.

When you're looking for a new home, be sure to look for this Armstrong Siding plaque near the front door of the builder's model home. It's your assurance that the home is built with Armstrong Siding for good appearance, high quality, and maximum value—by the maker of Armstrong Floors and Ceilings.

